



# Safer Choice 6<sup>th</sup> Annual Partner of the Year Awards

August 2020

# Safer Choice Program



- Helps consumers and commercial buyers identify products with safer ingredients
- About 2,000 certified products from almost 400 partners
- Verifies and reviews all chemical ingredients up the supply chain
- Leverages EPA's expertise in evaluating chemicals
- Program participants eligible for PoY awards
  - Product manufacturers
  - Chemical manufacturers
  - Retailers
  - Purchasers and Distributors
  - Other



# Purpose of PoY Awards



To recognize the leadership contributions of Safer Choice partners and stakeholders who, over the past year, have shown achievement in the design, manufacture, selection, and use of products with safer chemicals, which furthers outstanding or innovative source reduction.

# Award Categories



- Formulators and Product Manufacturers
- Purchasers and Distributors
- Retailers
- Innovators
- Other – entities who advance the use of safer chemicals

# Partners Value PoY Award



"We are pleased to receive this EPA recognition of our approach to value chain innovation. Chemistry and materials science innovations are fundamental to sustainability."

– Neil Hawkins, Chief Sustainability Officer, Dow

"Responsible chemical stewardship remains a priority for our Own Brands team... Our customers vote each time they shop with us on the importance of safer chemicals, and we take very seriously the responsibility and honor that comes with being named a Safer Choice Partner of the Year."

– Chad Coester, Albertsons Companies Senior Vice President of Own Brands

"We are honored to be recognized as an EPA Safer Choice Partner, providing consumers with irresistibly superior household cleaning products that are safe and deliver the cleaning consumers expect from P&G's trusted and well-known brands." – Shailesh Jejurikar, CEO of P&G Fabric & Home Care



"We're both thrilled and honored to be recognized as a faithful partner in the Safer Choice program,"

– Melissa Grimm, Senior Brand Manager, Rust-Oleum



# Previous Award Winners



YEAR	Number of Applicants	Number of Winners	Percentages
2015	24	21	87%
2016	31	24	77%
2017	34	33	97%
2018	44	12 (12)	27%
2019	29	17 (14)*	59 (48)%
2020	28	TBD	

\*Number in parenthesis is after enforcement screening.

# Schedule



- ✓ Applications due: May 31
- ✓ Judging process: Scores due July 7
- Enforcement screening results due: August 14
- Brief Leadership on award recommendations; confirm awardees: August 18 - 20
- Choose winners August 21
- Notify award winners: August 24
- Possible dates for virtual “ceremony”: September 24, 25, 29, 30



# Scoring Rubric



Criteria	Formulators / Product Manufacturers	Purchasers & Distributors	Retailers	Innovators	Other (entities who advance the use of safer chemicals)
Innovations in safer chemistry and other efforts to advance the use of safer chemicals	20 (innovations and other efforts)	10 (other efforts)	10 (other efforts)	60 (innovations and other efforts)	90 (other efforts)
Use of safer chemicals in products	30 (end use products)	N/A	N/A	30 (chemical products)	N/A
Selling to customers or use of products that contain safer chemicals	40	80	80	N/A	N/A
In addition to these criteria, EPA may consider the applicant's overall environmental stewardship	10	10	10	10	10
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



# Evaluation of 2020 Applications



- Applications submitted: 28
- Total submitted by category:
  - Formulators-Product Manufacturers: 15
  - Purchasers & Distributors: 1
  - Retailers: 1
  - Innovators: 5
  - Other: 6
- Fourteen judges: EPA HQ and regional staff
- Five judges per application; scores averaged
- Formal and informal (internet) enforcement screening

# Considerations for Awards

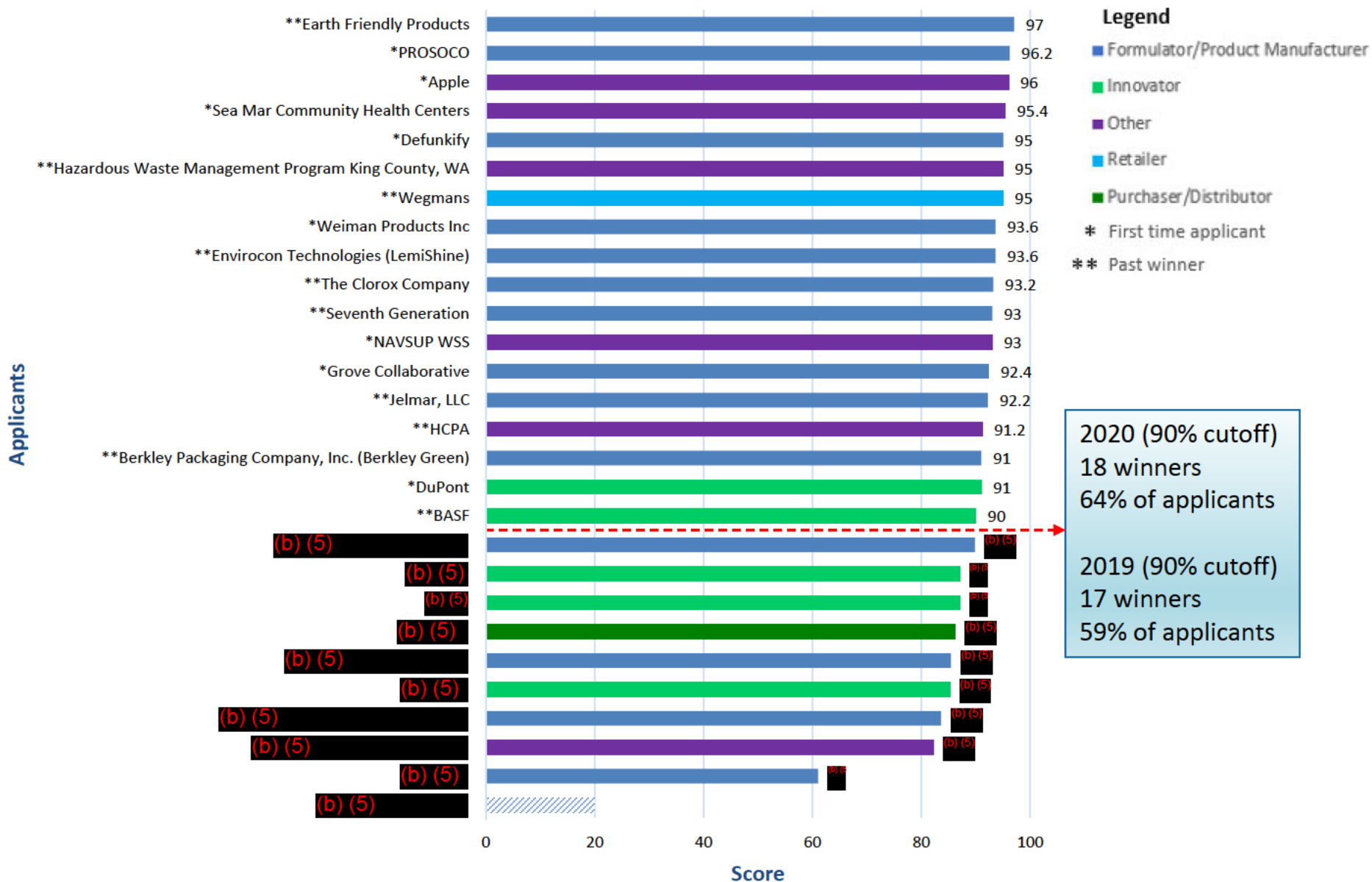


- 28 applicants out of a pool of more than 400
  - 15 formulator applicants is <4% of labeling partnerships
- Typically only strong candidates apply and COVID-19 was a competing demand this year
- Quality of applications has improved year over year
- Used by winners as an internal and external marketing tool

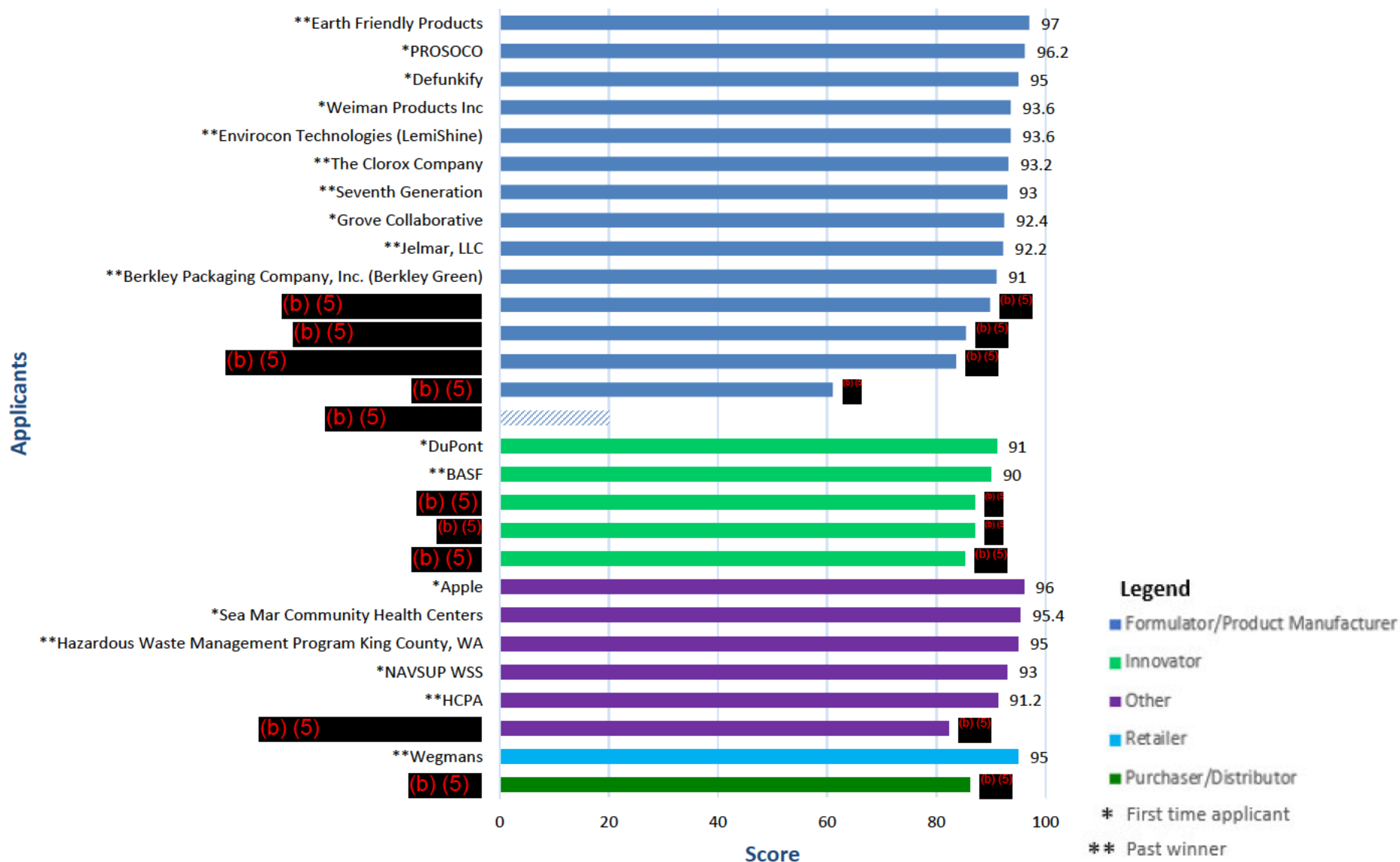
# Review Possible Awardees



## 2020 Partner of the Year Awards: Scores Across All Applicants



## 2020 Partner of the Year Awards: Scores Across All Applicants By Category



# Awards Ceremony Options



- Virtual meeting with Alex Dunn & Yvette Collazo (recommended)
- Virtual ceremony
- Virtual ceremony plus virtual meeting with Alex Dunn
- Online publicity of 2020 winner or meeting



# Communications



- Safer Choice website
  - Post winners after Alex announces them
- Listserv
- News release
- Social Media



# Thank you!



# Supplemental Material: Virtual Meeting Between Alex, Yvette, and Winners – Recommended Option



Description	Advantages	Disadvantages
<p><b>Virtual meeting between Alex Dunn, Yvette Collazo and the winners with opening remarks by Alex, a few minutes for each winner to share why Safer Choice is important to their company and products, and 30-45 minutes for a discussion between Alex, Yvette and the winners about issues.</b></p> <p><b>Plaques would be mailed to winners so they can take photos for their social media and websites.</b></p>	<ul style="list-style-type: none"> <li>▪ Opportunity for discussion with Alex may be more valuable to partners than a virtual ceremony.</li> <li>▪ Partners could tout their award and accomplishments through their channels.</li> <li>▪ Low resource investment.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Potential for technical issues, including poor sound and visual quality.</li> <li>▪ Challenge of managing the conversation virtually and enabling participation by all (challenge increases with increasing number of participants).</li> </ul>

# Partner of the Year Award Winners (2015-2019)



United States  
Environmental Protection  
Agency

Safer Choice Program